

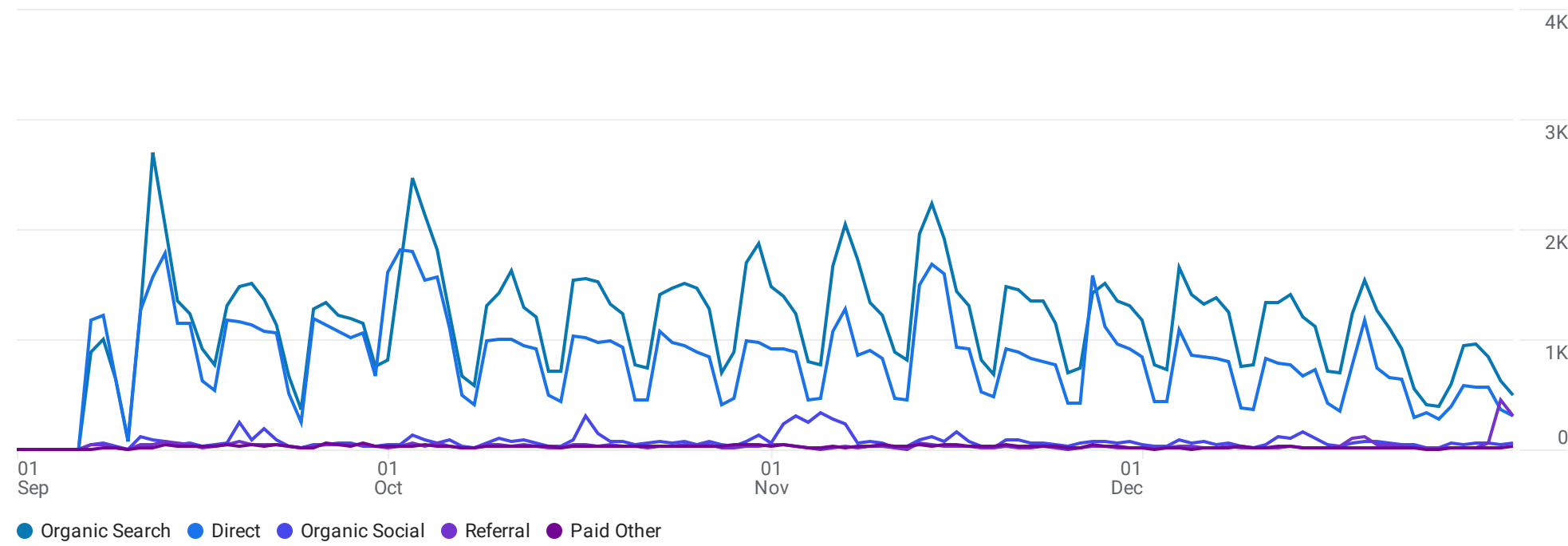
All Users [Add comparison](#) +

Custom Sep 1 - Dec 31, 2023

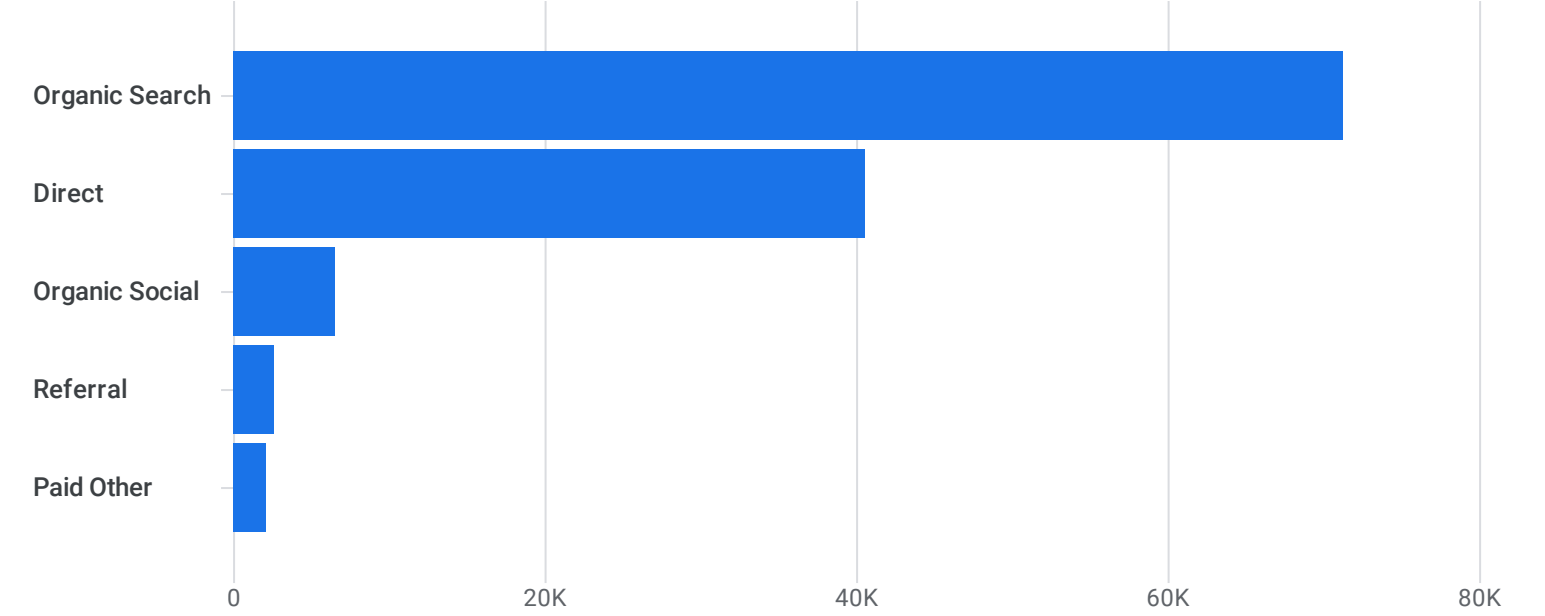
Traffic acquisition: Session default channel group [✔](#)

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Users by Session default channel group over time



Users by Session default channel group



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Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
Total	120,500 100% of total	372,430 100% of total	272,574 100% of total	58s Avg 0%	2.26 Avg 0%	9.63 Avg 0%	73.19% Avg 0%	3,587,798 100% of total	0.00	\$0.00
1 Organic Search	71,229	193,244	147,579	58s	2.07	9.73	76.37%	1,880,799	0.00	\$0.00
2 Direct	40,522	152,404	111,253	1m 02s	2.75	10.16	73%	1,548,545	0.00	\$0.00
3 Organic Social	6,545	11,704	5,160	31s	0.79	6.68	44.09%	78,181	0.00	\$0.00
4 Referral	2,614	5,206	3,970	1m 09s	1.52	8.40	76.26%	43,756	0.00	\$0.00
5 Paid Other	2,064	3,701	2,875	30s	1.39	8.06	77.68%	29,823	0.00	\$0.00
6 Unassigned	1,159	1,337	0	44s	0.00	5.01	0%	6,694	0.00	\$0.00